

Amendments To The Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (currently amended) A method for measuring audience size information based on playbacks of a recorded program comprising:

~~receiving an indication of a playback~~
indications of playbacks of the recorded program from a plurality of audience members;

updating audience size information for the recorded program in response to receiving the ~~indication~~ indications from the plurality of audience members; and

providing the updated audience size information to at least one user within an interactive television application.

2. (original) The method defined in claim 1 wherein the recorded program is an audio program.

3. (original) The method defined in claim 1 wherein the recorded program is a television program.

4. (original) The method defined in claim 1 wherein the recorded program is a pay-per-view program.

5. (original) The method defined in claim 1 wherein the recorded program is a video-on-demand program.

6. (original) The method defined in claim 1 wherein the recorded program is a near-video-on-video program.

7. (cancelled)

8. (previously presented) The method defined in claim 1 wherein updating audience size information comprises updating a market share of the recorded program.

9. (currently amended) The method defined in claim 1 wherein updating audience size information comprises updating audience size information based on the number of times ~~a user~~ each audience member played back the recorded program.

10. (previously presented) The method defined in claim 1 further comprising:
 receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;
 executing the user-identified action in response to receiving the indication; and
 updating audience size information based on the user-identified action.

11. (original) The method defined in claim 10 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

12. (cancelled)

13. (previously presented) The method defined in claim 1 wherein the interactive television application is an interactive television program guide.

14. (previously presented) The method defined in claim 1 wherein providing the audience size information comprises providing an interactive indicator that notifies the at least one user when audience size information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

15. (previously presented) The method defined in claim 1 further comprising allowing the at least one user to compare programs based on audience size information provided to the at least one user for the programs.

16. (previously presented) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information for a portion of the recorded program.

17. (original) The method defined in claim 16 wherein the portion of the recorded program is a scene within the recorded program.

18. (previously presented) The method defined in claim 1 wherein providing the audience size

information further comprises providing the audience size information for a genre of programs.

19. (previously presented) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information for the recorded program based on a time slot.

20. (currently amended) The method defined in claim 1 wherein providing the audience size information further comprises providing audience size information for a subset of [[a]] the plurality of ~~users~~ audience members to the at least one user.

21. (currently amended) The method defined in claim 20 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

22. (previously presented) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information to the at least one user in a flip display.

23. (previously presented) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information to the at least one user in a browse display.

24. (previously presented) The method defined in claim 1 wherein providing the audience size information further comprises providing the audience size information to the at least one user in a program listings display.

25. (currently amended) The method defined in claim 1 wherein updating the audience size information further comprises updating the audience size information based on a user profile of ~~a user~~ an audience member from which ~~[[the]]~~ an indication was received related to the playback of the recorded program.

26. (previously presented) The method defined in claim 1 wherein updating audience size information further comprises calculating audience size for the recorded program.

27. (original) The method defined in claim 26 wherein calculating the audience size comprises calculating the audience size based on assigning points to playback information.

28. (original) The method defined in claim 26 wherein calculating the audience size further comprises accessing a table of grading information for assigning points to playback information.

29. (currently amended) A method for providing audience size information with program listings in an interactive television application comprising:

receiving an indication from a user that the user wishes to access one or more program listings;

calculating audience size information for a program corresponding to at least one of the one or more program listings, wherein the calculating is based on a graded approach of assigning a predetermined quantity of points to each of a plurality of actions ~~[[of]]~~ performed by a plurality of users audience members; and

providing the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience size information for a program corresponding to a program listing.

30. (original) The method defined in claim 29 wherein the program is an audio program.

31. (original) The method defined in claim 29 wherein the program is a television program.

32. (original) The method defined in claim 29 wherein the program is a pay-per-view program.

33. (original) The method defined in claim 29 wherein the program is a video-on-demand program.

34. (original) The method defined in claim 29 wherein the program is a near-video-on-video program.

35. (previously presented) The method defined in claim 29 wherein the providing the one or more program listings comprises providing an interactive indicator that notifies the user when audience size information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

36. (previously presented) The method defined in claim 29 further comprising allowing the user to compare programs based on audience size information provided to the user for the programs.

37. (previously presented) The method defined in claim 29 further comprising providing audience size information for a portion of the program.

38. (original) The method defined in claim 37 wherein the portion of the program is a scene within the program.

39. (previously presented) The method defined in claim 29 further comprising providing audience size information for a genre of programs.

40. (previously presented) The method defined in claim 29 further comprising providing the audience size information for the program based on a time slot.

41. (currently amended) The method defined in claim 29 further comprising providing the audience

size information for a subset of the plurality of ~~users~~
audience members to the user.

42. (currently amended) The method defined in claim 41 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

43. (previously presented) The method defined in claim 29 further comprising providing audience size information to the user in a flip display.

44. (previously presented) The method defined in claim 29 further comprising providing audience size information to the user in a browse display.

45. (previously presented) The method defined in claim 29 further comprising providing audience size information to the user in a program listings display.

46. (currently amended) The method defined in claim 29 further comprising updating audience size information based on a user profile of ~~the user~~ an audience member from which ~~[[the]]~~ an indication was received.

47-49. (cancelled)

50. (original) The method defined in claim 29 wherein the interactive television application is an interactive television program guide.

51. (currently amended) A method for measuring audience size information for an upcoming program in an interactive application comprising:

receiving ~~an indication~~ indications from a ~~user~~ plurality of audience members to perform ~~an action~~ actions related to the upcoming program;

updating audience size information for the upcoming program in response to receiving the ~~indication~~ indications; and

providing the audience size information to ~~[[the]]~~ at least one user within the interactive television application.

52. (original) The method defined in claim 51 wherein the upcoming program is an audio program.

53. (original) The method defined in claim 51 wherein the upcoming program is a television program.

54. (original) The method defined in claim 51 wherein the upcoming program is a pay-per-view program.

55. (original) The method defined in claim 51 wherein the upcoming program is a video-on-demand program.

56. (original) The method defined in claim 51 wherein the upcoming program is a near-video-on-video program.

57. (cancelled)

58. (previously presented) The method defined in claim 51 wherein updating audience size information comprises updating a market share of the upcoming program.

59. (cancelled)

60. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

61. (previously presented) The method defined in claim 51 further comprising allowing the user to compare programs based on audience size information provided to the user for the programs.

62. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a portion of the upcoming program.

63. (previously presented) The method defined in claim 51 wherein the portion of the upcoming program is a scene within the upcoming program.

64. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a genre of programs.

65. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for the upcoming program based on a time slot.

66. (currently amended) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information for a subset of ~~[[a]]~~ the plurality of users audience members to the user.

67. (currently amended) The method defined in claim 66 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

68. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a flip display.

69. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a browse display.

70. (previously presented) The method defined in claim 51 wherein providing the audience size information further comprises providing the audience size information to the user in a program listings display.

71. (currently amended) The method defined in claim 51 wherein updating audience size information comprises updating the audience size information based on the number of times the ~~user~~ plurality of audience members performed ~~an action~~ actions related to the upcoming program.

72. (currently amended) The method defined in claim 51 wherein updating the audience size information further comprises updating the audience size information based on the number of times that the ~~user~~ plurality of audience members viewed program information related to the upcoming program.

73. (currently amended) The method defined in claim 51 wherein updating the audience size information further comprises updating the audience size information based on the number of times that the ~~user~~ plurality of audience members purchased the upcoming program.

74. (currently amended) The method defined in claim 51 wherein updating the audience size information further comprises updating the audience size information based on the number of times that the ~~user~~ plurality of audience members set ~~a reminder~~ reminders for the upcoming program.

75. (currently amended) The method defined in claim 51 wherein updating the audience size information further comprises updating the audience size information based on the number of times that the ~~user~~ plurality of audience members scheduled to record the upcoming program.

76. (currently amended) The method defined in claim 51 wherein updating the audience size information further comprises updating the audience size information based on a user profile of ~~the user~~ an audience member from which ~~[[the]]~~ an indication was received related to the upcoming program.

77. (previously presented) The method defined in claim 51 further comprising calculating audience size information for the upcoming program.

78. (previously presented) The method defined in claim 77 wherein calculating the audience size information comprises calculating the audience size information based on assigning points to playback information.

79. (previously presented) The method defined in claim 77 wherein calculating the audience size information further comprises accessing a table of grading information for assigning points to playback information.

80. (currently amended) A system for measuring audience size information based on playbacks of a recorded program comprising:

means for receiving ~~an indication of a playback~~ indications of playbacks of the recorded program from a plurality of audience members;

means for updating audience size information for the recorded program in response to receiving the ~~indication~~ indications from the plurality of audience members; and

means for providing the updated audience size information to at least one user within an interactive television application.

81. (original) The system defined in claim 80 wherein the recorded program is an audio program.

82. (original) The system defined in claim 80 wherein the recorded program is a television program.

83. (original) The system defined in claim 80 wherein the recorded program is a pay-per-view program.

84. (original) The system defined in claim 80 wherein the recorded program is a video-on-demand program.

85. (original) The system defined in claim 80 wherein the recorded program is a near-video-on-video program.

86. (cancelled)

87. (previously presented) The system defined in claim 80 wherein the means for updating audience size information comprises means for updating a market share of the recorded program.

88. (currently amended) The system defined in claim 80 wherein the means for updating audience size information comprises means for updating audience size information based on the number of times ~~a user~~ each audience member played back the recorded program.

89. (previously presented) The system defined in claim 80 further comprising:

means for receiving an indication for a user-identified action, wherein such action controls how the recorded program is played back;

means for executing the user-identified action in response to receiving the indication; and

means for updating audience size information based on the user-identified action.

90. (original) The system defined in claim 89 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

91. (cancelled)

92. (previously presented) The system defined in claim 80 wherein the interactive television application is an interactive television program guide.

93. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

94. (previously presented) The system defined in claim 80 further comprising means for allowing the at least one user to compare programs based on audience size information provided to the at least one user for the programs.

95. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing the audience size information for a portion of the recorded program.

96. (original) The system defined in claim 95 wherein the portion of the recorded program is a scene within the recorded program.

97. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing the audience size information for a genre of programs.

98. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing the audience size information for the recorded program based on a time slot.

99. (currently amended) The system defined in claim 80 wherein the means for providing the audience size information further comprises providing audience size information for a subset of ~~[[a]]~~ the plurality of ~~users~~ audience members to the at least one user.

100. (currently amended) The system defined in claim 99 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

101. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing the audience size information to the at least one user in a flip display.

102. (previously presented) The system defined in claim 80 wherein the means for providing the audience size information further comprises means for providing the audience size information to the at least one user in a browse display.

103. (previously presented) The system defined in claim 80 wherein the means for providing the

audience size information further comprises means for providing audience size information to the at least one user in a program listings display.

104. (currently amended) The system defined in claim 80 wherein the means for updating the audience size information further comprises means for updating the audience size information based on a user profile of ~~a user~~ an audience member from which ~~[[the]]~~ an indication was received related to the playback of the recorded program.

105. (previously presented) The system defined in claim 80 wherein the means for updating audience size information further comprises means for calculating audience size for the recorded program.

106. (original) The system defined in claim 105 wherein the means for calculating the audience size comprises means for calculating the audience size based on assigning points to playback information.

107. (original) The system defined in claim 105 wherein the means for calculating the audience size further comprises means for accessing a table of grading information for assigning points to playback information.

108. (currently amended) A system for providing audience size information with program listings in an interactive television application comprising:

means for receiving an indication from a user that the user wishes to access one or more program listings;

means for calculating audience size information for a program corresponding to at least one of the one or more program listings, wherein the calculating is based on a graded approach of assigning a predetermined quantity of points to each of a plurality of actions ~~[[of]]~~ performed by a plurality of users audience members; and

means for providing the one or more program listings in response to the indication, wherein at least one of the one or more program listings includes audience size information for a program corresponding to a program listing.

109. (original) The system defined in claim 108 wherein the program is an audio program.

110. (original) The system defined in claim 108 wherein the program is a television program.

111. (original) The system defined in claim 108 wherein the program is a pay-per-view program.

112. (original) The system defined in claim 108 wherein the program is a video-on-demand program.

113. (original) The system defined in claim 108 wherein the program is a near-video-on-video program.

114. (previously presented) The system defined in claim 108 wherein the means for providing the one or more program listings comprises means for providing an interactive indicator that notifies the user when audience size information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

115. (previously presented) The system defined in claim 108 further comprising means for allowing the user to compare programs based on audience size information provided to the user for the programs.

116. (previously presented) The system defined in claim 108 further comprising means for providing audience size information for a portion of the program.

117. (original) The system defined in claim 116 wherein the portion of the program is a scene within the program.

118. (previously presented) The system defined in claim 108 further comprising means for providing audience size information for a genre of programs.

119. (previously presented) The system defined in claim 108 further comprising means for providing the audience size information for the program based on a time slot.

120. (currently amended) The system defined in claim 108 further comprising means for providing the audience size information for a subset of the plurality of ~~users~~ audience members to the user.

121. (currently amended) The system defined in claim 120 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

122. (previously presented) The system defined in claim 108 further comprising means for providing audience size information to the user in a flip display.

123. (previously presented) The system defined in claim 108 further comprising means for providing audience size information to the user in a browse display.

124. (previously presented) The system defined in claim 108 further comprising means for providing audience size information to the user in a program listings display.

125. (currently amended) The system defined in claim 108 further comprising means for updating audience size information based on ~~the user~~ an audience member from which ~~[[the]]~~ an indication was received.

126-128. (cancelled)

129. (original) The system defined in claim 108 wherein the interactive television application is an interactive television program guide.

130. (currently amended) A system for measuring audience size information for an upcoming program in an interactive application comprising:
means for receiving ~~an indication~~ indications from a ~~user~~ plurality of audience members to perform ~~an action~~ actions related to the upcoming program;

means for updating audience size information for the upcoming program in response to receiving the ~~indication~~ indications; and

means for providing the audience size information to ~~[[the]]~~ at least one user within the interactive television application.

131. (original) The system defined in claim 130 wherein the upcoming program is an audio program.

132. (original) The system defined in claim 130 wherein the upcoming program is a television program.

133. (original) The system defined in claim 130 wherein the upcoming program is a pay-per-view program.

134. (original) The system defined in claim 130 wherein the upcoming program is a video-on-demand program.

135. (original) The system defined in claim 130 wherein the upcoming program is a near-video-on-video program.

136. (cancelled)

137. (previously presented) The system defined in claim 130 wherein the means for updating audience size information comprises means for updating a market share of the upcoming program.

138. (cancelled)

139. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing an interactive indicator that notifies the user when audience size information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

140. (previously presented) The system defined in claim 130 further comprising means for allowing the user to compare programs based on audience size information provided to the user for the programs.

141. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information for a portion of the upcoming program.

142. (previously presented) The system defined in claim 130 wherein the portion of the upcoming program is a scene within the upcoming program.

143. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information for a genre of programs.

144. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information for the upcoming program based on a time slot.

145. (currently amended) The system defined in claim 130 wherein the means for providing audience size information further comprises means for providing audience size information for a subset of ~~[[a]]~~ the plurality ~~users~~ audience members to the user.

146. (currently amended) The system defined in claim 145 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

147. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means

for providing the audience size information to the user in a flip display.

148. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information to the user in a browse display.

149. (previously presented) The system defined in claim 130 wherein the means for providing the audience size information further comprises means for providing the audience size information to the user in a program listings display.

150. (currently amended) The system defined in claim 130 wherein the means for updating the audience size information further comprises means for updating the audience size information based on the number of times the ~~user~~ plurality of audience members performed ~~an action~~ actions related to the upcoming program.

151. (currently amended) The system defined in claim 130 wherein the means for updating the audience size information further comprises means for updating the audience size information based on the number of times that the ~~user~~ plurality of audience members viewed program information related to the upcoming program.

152. (currently amended) The system defined in claim 130 wherein the means for updating the

audience size information further comprises means for updating the audience size information based on the number of times that the ~~user~~ plurality of audience members purchased the upcoming program.

153. (currently amended) The system defined in claim 130 wherein the means for updating the audience size information further comprises means for updating the audience size information based on the number of times that the ~~user~~ plurality of audience members set ~~a reminder~~ reminders for the upcoming program.

154. (currently amended) The system defined in claim 130 wherein the means for updating the audience size information further comprises means for updating the audience size information based on the number of times that the ~~user~~ plurality of audience members scheduled to record the upcoming program.

155. (currently amended) The system defined in claim 130 wherein the means for updating the audience size information further comprises means for updating the audience size information based on a user profile of ~~the user~~ an audience member from which ~~[[the]]~~ an indication was received related to the upcoming program.

156. (previously presented) The system defined in claim 130 further comprising means for calculating audience size information for the upcoming program.

157. (previously presented) The system defined in claim 156 wherein the means for calculating the audience size information comprises means for calculating the audience size information based on assigning points to playback information.

158. (previously presented) The system defined in claim 156 wherein the means for calculating the audience size information further comprises means for accessing a table of grading information for assigning points to playback information.

159. (currently amended) A system for measuring audience size information based on playbacks of a recorded program comprising:

a user input device;

a display device; and

an interactive television application implemented at least partially on control circuitry and programmed to:

~~receive an indication of a playback~~
indications of playbacks of the recorded program from a plurality of audience members;

update audience size information for the recorded program in response to receiving the ~~indication~~ indications from the plurality of audience members; and

direct the display device to provide the updated audience size information to at least one user within an interactive television application.

160. (original) The system defined in claim 159 wherein the recorded program is an audio program.

161. (original) The system defined in claim 159 wherein the recorded program is a television program.

162. (original) The system defined in claim 159 wherein the recorded program is a pay-per-view program.

163. (original) The system defined in claim 159 wherein the recorded program is a video-on-demand program.

164. (original) The system defined in claim 159 wherein the recorded program is a near-video-on-video program.

165. (cancelled)

166. (original) The system defined in claim 159 wherein the interactive television application is further programmed to update a market share of the recorded program.

167. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to update audience size information based on the number of times ~~a user~~ each audience member played back the recorded program.

168. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to:

receive an indication for a user-identified action from the user input device, wherein such action controls how the recorded program is played back;

execute the user-identified action in response to receiving the indication; and

update audience size information based on the user-identified action.

169. (original) The system defined in claim 168 wherein the user-identified action comprises actions selected from the group consisting of fast-forward, rewind, stop, pause, record, and play.

170. (cancelled)

171. (previously presented) The system defined in claim 159 wherein the interactive television application is an interactive television program guide.

172. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

173. (previously presented) The system defined in claim 159 wherein the interactive television

application is further programmed to allow the at least one user to compare programs based on audience size information provided to the at least one user for the programs.

174. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a portion of the recorded program.

175. (original) The system defined in claim 174 wherein the portion of the recorded program is a scene within the recorded program.

176. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a genre of programs.

177. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information for the recorded program based on a time slot.

178. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to:

provide the audience size information for a subset of [[the]] a plurality of ~~users~~ audience members to the at least one user.

179. (currently amended) The system defined in claim 178 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

180. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the at least one user in a flip display.

181. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the at least one user in a browse display.

182. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the at least one user in a program listings display.

183. (currently amended) The system defined in claim 159 wherein the interactive television application is further programmed to update audience size information based on a user profile of ~~a user~~ an audience member from which ~~[[the]]~~ an indication was received related to the playback of the recorded program.

184. (previously presented) The system defined in claim 159 wherein the interactive television application is further programmed to calculate audience size.

185. (previously presented) The system defined in claim 184 wherein the interactive television application is further programmed to calculate the audience size information based on assigning points to playback information.

186. (original) The system defined in claim 184 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.

187. (currently amended) A system for providing audience size information with program listings in an interactive television application comprising:

a user input device;

a display device; and

an interactive television application

implemented at least partially on control circuitry and programmed to:

receive an indication from the user input device that a user wishes to access one or more program listings;

calculate audience size information for a program corresponding to at least one of the one or more program listings, wherein the calculating is based on a graded approach of assigning a predetermined

quantity of points to each of a plurality of actions
[[of]] performed by a plurality of ~~users~~ audience
members; and

direct the display device to
provide the one or more program listings in response to
the indication, wherein at least one of the one or more
program listings includes audience size information for
a program corresponding to a program listing.

188. (original) The system defined in
claim 187 wherein the program is an audio program.

189. (original) The system defined in
claim 187 wherein the program is a television program.

190. (original) The system defined in
claim 187 wherein the program is a pay-per-view
program.

191. (original) The system defined in
claim 187 wherein the program is a video-on-demand
program.

192. (original) The system defined in
claim 187 wherein the program is a near-video-on-video
program.

193. (previously presented) The system
defined in claim 187 wherein the interactive television
application is further programmed to direct the display
device to provide an interactive indicator that
notifies the user when audience size information is
available, wherein the interactive indicator comprises

content selected from the group consisting of text, graphics, audio, video, and animation.

194. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to allow the user to compare programs based on audience size information provided to the user for the programs.

195. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a portion of the program.

196. (original) The system defined in claim 195 wherein the portion of the program is a scene within the program.

197. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a genre of programs.

198. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to provide the audience size information for the program based on a time slot.

199. (currently amended) The system defined in claim 187 wherein the interactive television

application is further programmed to direct the display device to provide audience size information for a subset of the plurality of ~~users~~ audience members to the user.

200. (currently amended) The system defined in claim 199 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

201. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a flip display.

202. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a browse display.

203. (previously presented) The system defined in claim 187 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a program listings display.

204. (currently amended) The system defined in claim 187 wherein the interactive television application is further programmed to update audience size information based on a user profile of ~~the user~~ an

audience member from which ~~[[the]]~~ an indication was received.

205-207. (cancelled)

208. (original) The system defined in claim 187 wherein the interactive television application is an interactive television program guide.

209. (currently amended) A system for measuring audience size information for an upcoming program in an interactive television application comprising:

a user input device; and
an interactive television application implemented at least partially on control circuitry and programmed to:

receive ~~an indication~~ indications
from a ~~user~~ plurality of audience members to perform ~~an~~
~~action~~ actions related to the upcoming program;

update audience size information
for the upcoming program in response to receiving the
~~indication~~ indications; and

direct to display device to provide
the audience size information to ~~[[the]]~~ at least one
user within the interactive television application.

210. (original) The system defined in claim 209 wherein the upcoming program is an audio program.

211. (original) The system defined in claim 209 wherein the upcoming program is a television program.

212. (original) The system defined in claim 209 wherein the upcoming program is a pay-per-view program.

213. (original) The system defined in claim 209 wherein the upcoming program is a video-on-demand program.

214. (original) The system defined in claim 209 wherein the upcoming program is a near-video-on-video program.

215. (cancelled)

216. (original) The system defined in claim 209 wherein the interactive television application is further programmed to update a market share of the upcoming program.

217. (cancelled)

218. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide an interactive indicator that notifies the user when audience size information is available, wherein the interactive indicator comprises content selected from the group consisting of text, graphics, audio, video, and animation.

219. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to allow the user to compare programs based on audience size information provided to the user for the programs.

220. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a portion of the upcoming program.

221. (previously presented) The system defined in claim 209 wherein the portion of the upcoming program is a scene within the upcoming program.

222. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience size information for a genre of programs.

223. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide the audience size information for the upcoming program based on a time slot.

224. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display

device to provide audience size information for a subset of [[a]] the plurality ~~users~~ audience members to the user.

225. (currently amended) The system defined in claim 224 wherein the subset of the plurality of ~~users~~ audience members is defined based on user demographics.

226. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a flip display.

227. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a browse display.

228. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to direct the display device to provide audience size information to the user in a program listings display.

229. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience size information based on the number of times the ~~user~~ plurality of audience members performed ~~an~~ action actions related to the upcoming program.

230. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience size information based on the number of times that the ~~user~~ plurality of audience members viewed program information related to the upcoming program.

231. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience size information based on the number of times that the ~~user~~ plurality of audience members purchased the upcoming program.

232. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience size information based on the number of times that the ~~user~~ plurality of audience members set a ~~reminder~~ reminders for the upcoming program.

233. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update the audience size information based on the number of times that the ~~user~~ plurality of audience members scheduled to record the upcoming program.

234. (currently amended) The system defined in claim 209 wherein the interactive television application is further programmed to update audience size information based on a user profile of a ~~user~~ an

audience member from which [[the]] an indication was received related to the upcoming program.

235. (previously presented) The system defined in claim 209 wherein the interactive television application is further programmed to calculate audience size information for the upcoming program.

236. (previously presented) The system defined in claim 235 wherein the interactive television application is further programmed to calculate the audience size information based on assigning points to playback information.

237. (original) The system defined in claim 235 wherein the interactive television application is further programmed to access a table of grading information for assigning points to playback information.